



Tim Stewart
CEO / General Manager

TOP PRIORITY

PROVIDING SAFE, RELIABLE, AND DEPENDABLE ELECTRIC SERVICE AT AN AFFORDABLE COST

During the fourth quarter of each year, the cooperative's management and staff prepare a series of planning documents that will provide the tools for financial planning for the cooperative in the upcoming year. The board of directors met with the cooperative's management and staff to review various department activities and the 2005 business plan.

Besides providing short-term goals and objectives, the business plan must also be consistent with the cooperative's long-range planning studies and document. It is vital that short-term goals and objectives are established to reach long-term objectives such as equity management plans, Rural Utilities Service (RUS) requirements, needs and service requirements of the members. The board of directors and management are aware of the need for constantly analyzing costs to maximize the value of each expenditure and containing costs where appropriate and feasible.

One of the key goals of Clark Electric Cooperative is to provide our membership with safe, reliable, and dependable electric service at an affordable cost. I am pleased to note that in 2004, outage hours per consumer were at the lowest level than the previous four-year period. While we can't control Mother Nature, we can and do undertake various maintenance programs to help minimize reliability concerns. This year the cooperative will be performing the following maintenance programs to help maintain our continuity of service:

It's Not Too Late

Apply For A Clark Electric Scholarship
Deadline: Postmarked by March 4, 2005

Applications are available
at your schools

or

Online at WWW.CECOOP.COM

2004 Annual Meeting

Your Touchstone
Energy Cooperative...

a reflection of the
members it serves.

Tuesday, March 29, 2005, 10:00 a.m.

Loyal American Legion Hall



IT'S IMPORTANT

Clark Electric Needs Representation

Representing your cooperative and your fellow members is a task we ask of the members every year before the annual meeting.

Your cooperative has two important meetings at which we need member representation: the Dairyland Power Cooperative Annual Meeting and the Wisconsin Federation of Cooperatives Annual Meeting.

By participating in cooperative meetings, and most important, by attending your annual meeting, you help to keep Clark Electric strong and prosperous.

If you would like to attend and represent Clark Electric Cooperative at these meetings, please contact Tracy Nelson, administrative assistant, by Friday, March 18, 2005. Tracy can be reached by calling the cooperative offices at 715-267-6188 or at 800-272-6188. ■



Wisconsin Federation of Cooperatives Annual Meeting

3 Delegates needed

2 Alternates needed

**November 14, 15,
and 16 2005**

Dairyland Power Cooperative Annual Meeting

11 Delegates needed

4 Alternates needed

June 8, 2005



- Pole Testing and Replacement (Spencer Substation area)
- Reclosure Maintenance (Colby and Eidsvold Substation areas)
- Tree Trimming (Colby and Longwood Substation areas)
- URD Inspection (Lublin, Granton, and Willard Substation areas)
- OH Inspection (Pine Valley and Lublin Substation areas)
- Brush Spraying (Colby, Lublin, Longwood, Eidsvold, and Willard Substation areas)

In addition to the various maintenance programs, the cooperative will be constructing approximately 11.8 miles of distribution line throughout our service area to meet our members' needs. Finally, we will be getting started with the Turtle automatic meter reading (AMR) system this spring. We hope to have six substation areas completed by the end of the year.

I would like to remind you again to mark your calendars for Clark Electric Cooperative's 68th Annual Meeting of the members. This is an important meeting where members will hear reports, elect directors, and conduct other business that may come before the meeting. So come, enjoy a nice meal, register for door prizes, and help conduct the business of your electric cooperative. I hope to see you March 29, 2005, at the Legion Hall in Loyal. ■



Pole Testing & Replacement



Trimming & Clearing



The Winning Choice™ in AMR



URD Inspection

STATEMENT OF NONDISCRIMINATION

Clark Electric Cooperative is a recipient of federal financial assistance from the Rural Utilities Service (RUS), an agency of the U.S. Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975, as amended; and the rules of the U.S. Department of Agriculture which provide that no person in the United States on the basis of race, color, national origin, age, or disability shall be excluded from participation, in admission or access to, denied the benefits of, or otherwise be subjected to discrimination under any of this organization's programs or activities.

The person responsible for coordinating this organization's nondiscrimination compliance efforts is Tim Stewart, CEO/General Manager of Clark Electric Cooperative. Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may file a written complaint with this organization; or the Secretary, U.S. Department of Agriculture, Washington, D.C. 20250; or the Administrator, Rural Utilities Services, Washington, D.C. 20250. Complaints must be filed within 180 days after the alleged discriminatory action, or by such later date to which the Secretary of Agriculture or the Administrator of RUS extends the time for filing. Identity of complaints will be kept confidential except to the extent necessary to carry out the purposes of the rules and regulations of the U.S. Department of Agriculture. ■

LOAD MANAGEMENT



**\$254,900
Saved on
Energy
Purchases
This Winter,
So Far!**

Do You Realize How Important It Is To You?

With increasing demand for electricity by our members and by other cooperatives and their members, our load management program is worth its weight in coal! You can weigh in by participating. Do you have an electric water heater? If so, you can be part of the program. You can receive \$4 per month by allowing us to install a control like the one pictured above.

The program is not meant to be burdensome, but to help keep our energy prices down. There are many different control devices on our system—some have lights that are constantly on, and some have lights that blink. The best part of the program is that you do not have to do anything.

You can get a device installed on your water heater by calling the cooperative office. Just think—you could be getting \$48 off your electric bill each year, and you'll help the cooperative save thousands of dollars! ■



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Your Touchstone Energy® Partner 

e-mail us at info@cecoop.com or at jknox@cecoop.com

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- 3rd Place™ award
- 100% stainless steel
- Quietest™
- 4 cycles



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- 27 cu. ft. extra large capacity
- Stainless steel wash drum
- Load for loads and stacked installation options
- 4 cycles
- Energy Star® certified



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- 27 cu. ft. extra large capacity
- Stainless steel wash drum
- Load for loads and stacked installation options
- 11 cycles
- Energy Star® certified



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GE® 30" Free-Standing Electric Range

- Self clean oven
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- Lighted interior shelves
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GE Appliances



Sale Ends March 31, 2005!

Clark Electric Appliance & Satellite, Inc

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Your Touchstone Energy® Partner 